

OnTheMap: The Road to Employment Dynamics

August 11, 2020

Presented by:
Eric Coyle & Earlene Dowell
U.S. Census Bureau



Agenda

Longitudinal Employer-Household Dynamics (LEHD)/Local Employment Dynamics (LED)

- LEHD/LED Overview

Understanding N.A.I.C.S.

Census Geography

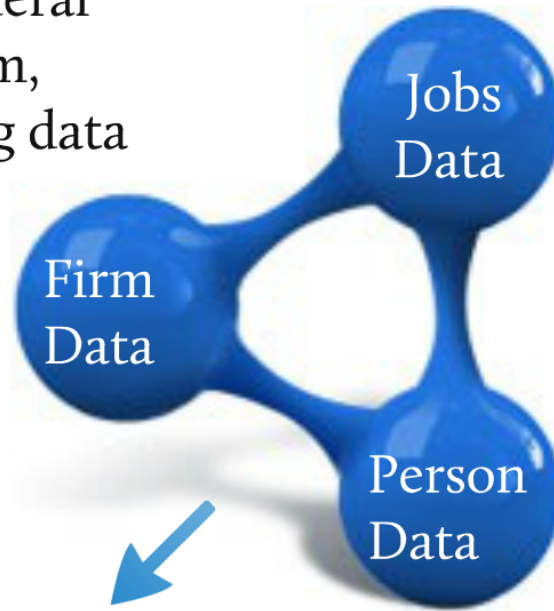
Live Demo

Additional Resources

Q&A

What is the Difference between LEHD and LED?

An innovative federal statistical program, collecting existing data and ...



The LEHD Program at Census

..linking it together to provide new information sources at low cost

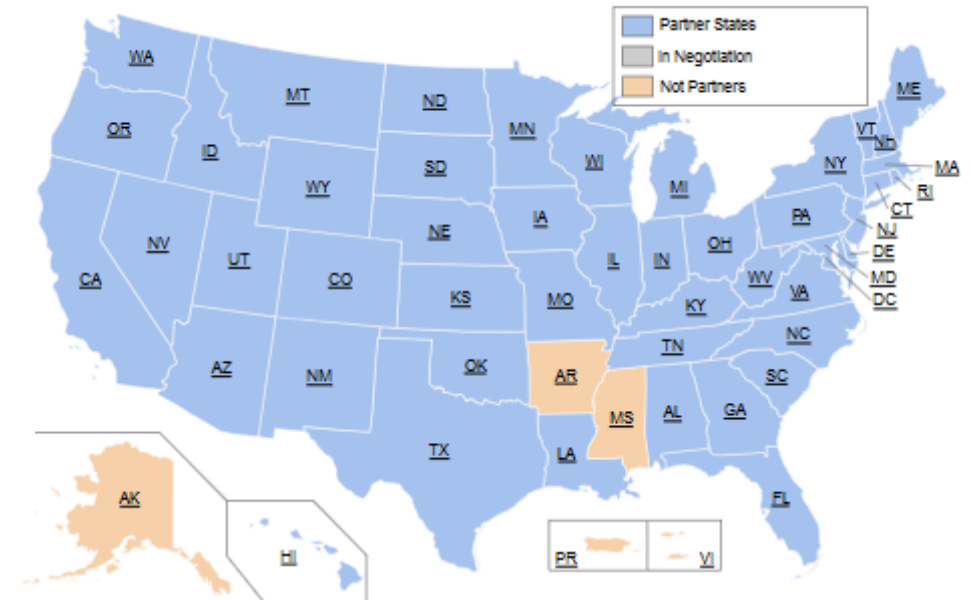
New linked national jobs data for the U.S.

Where Do the Data Come From?

- Local Employment Dynamics (LED) Partnership
 - Begun in late 1990s with a few states
 - Some states have time series back to 1990 (AZ goes back to 2004)
 - Not currently producing data for *Alaska, Arkansas, Mississippi, and Puerto Rico, and Virgin Islands

*Alaska, Arkansas, & Mississippi data available in Quarterly Workforce Indicator (QWI) Explorer tool

State Partners



Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah
Connecticut	Maine	New York	Vermont
District of Columbia	Maryland	North Carolina	Virginia
Delaware	Massachusetts	North Dakota	Washington
Florida	Michigan	Ohio	West Virginia
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Mississippi	Oregon	Wyoming
Idaho	Missouri	Pennsylvania	Puerto Rico
			Virgin Islands

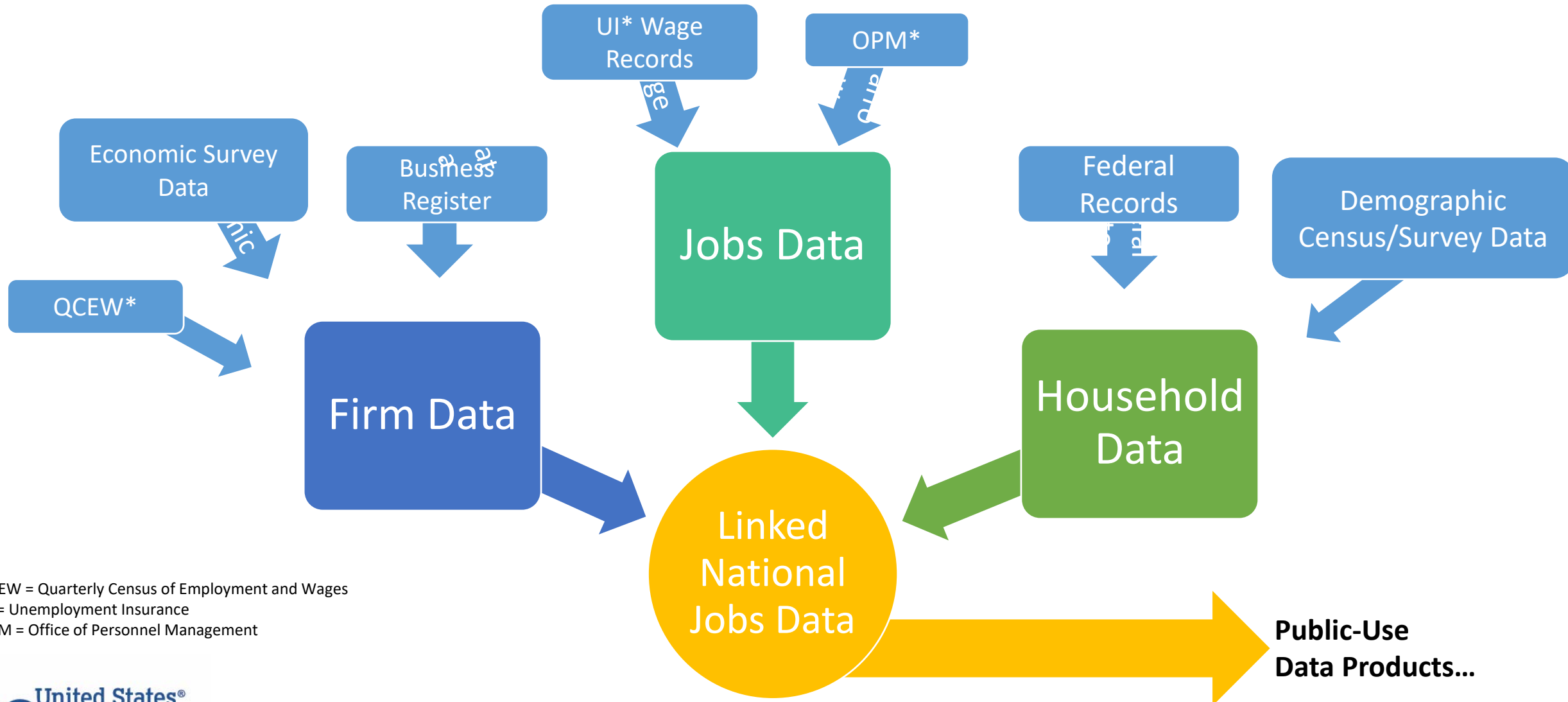
Building on State Inputs

- We combine **state records** with other admin/census/survey data from the **Census Bureau** and **other Federal agencies**
- We can then create public statistics on:
 - Firms & Establishments
 - Jobs & Workers
 - By Firm and Person Characteristics
- Without new respondent burden

Local Employment Dynamics (LED) Data

- Provides unprecedented detail about America's jobs, workers and local economies.
- Provides longitudinal record of U.S. Employment
- Integrates existing data from state-supplied administrative records on workers and employers
- LED is an integral part of the DOC Open Government Plan to unlock public access to high-value government data

Admin. Records & LED Infrastructure



QCEW = Quarterly Census of Employment and Wages
UI = Unemployment Insurance
OPM = Office of Personnel Management

Local Employment Dynamics: Public Use Data Products



The Quarterly Workforce Indicators (QWI)

- Employment
- Job Creation, Job Destruction, Hires, Separations, Turnover
- By industry, county, CBSA, state, Workforce Investment Area (WIA) and worker characteristics

Job-to-Job Flows (J2J)

- Traces worker movement through industries, geographic labor markets, and to/from employment
- Traces worker movement through industries, geographic labor markets, and to/from employment

OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

- Employment at the Census block level by where workers live and work
- Popular uses - local economic development, business site selection, and emergency planning

Post-Secondary Employment Outcomes (PSEO)

- New set of experimental statistics on the earnings and employment outcomes of graduates of post-secondary institutions in the United States,

Veteran Employment Outcomes (VEO)

- Experimental Veteran Employment Outcomes statistics of earnings and employment of army veterans after discharge.

Takeaways

- The LED Partnership provides unique workforce information and analysis tools at a relatively low cost
- LED data products can give insight into **local** and regional economies and labor markets
- LED's web tools provide free, 24/7 access to a basic analytical platform for the data

North American Industry Classification System (NAICS)

Getting Started: Learning Your Industry

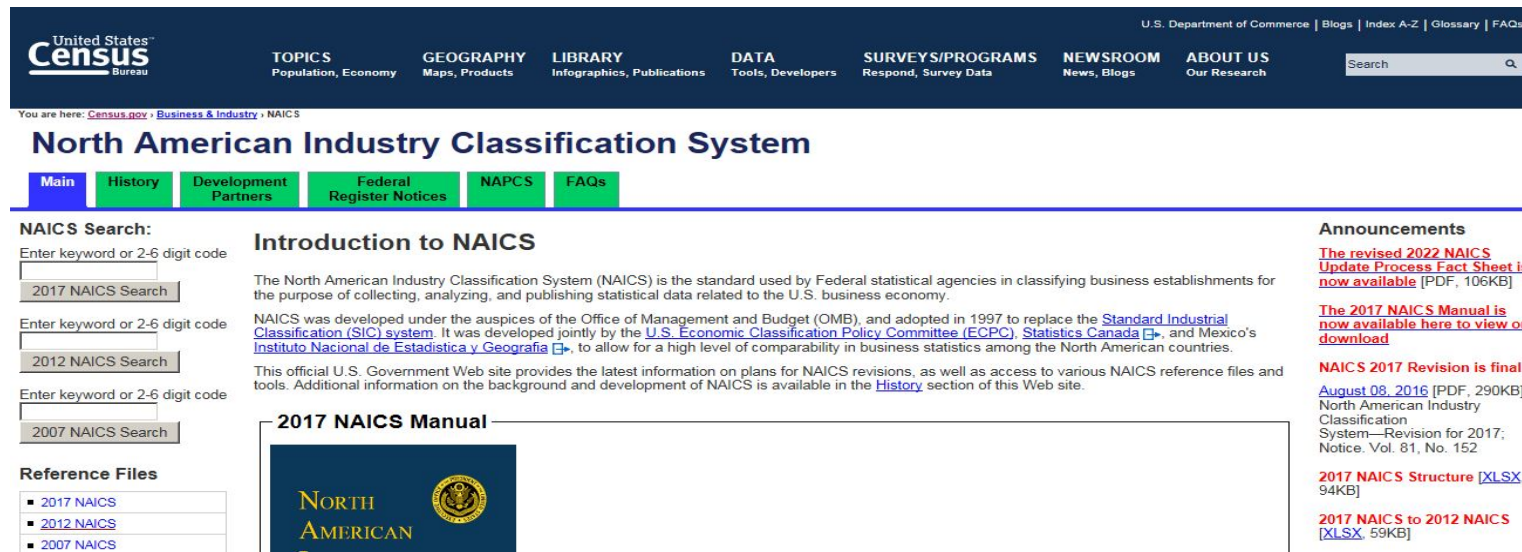
NAICS Codes

- North American Industry Classification System
 - Launched in 1997 as part of NAFTA
 - Codes are updated every 5 years (end in 2 & 7)
 - Hierarchical

<i>Level</i>	<i>Code</i>	<i>Examples</i>
Sector	45	Retail Trade
Sub-Sector	451	Sporting Goods, Hobby, Book, and Music Stores
Industry Group	4511	Sporting Goods, Hobby, and Musical Instrument Stores
Industry	45112	Hobby, Toy, and Game Stores
U.S. Industry	451120	Hobby, Toy, and Game Stores

More Information

- NAICS web site (<https://www.census.gov/naics>)
 - Industry definitions and Concordance tables
 - Relationships to other systems
 - Federal Register Notices

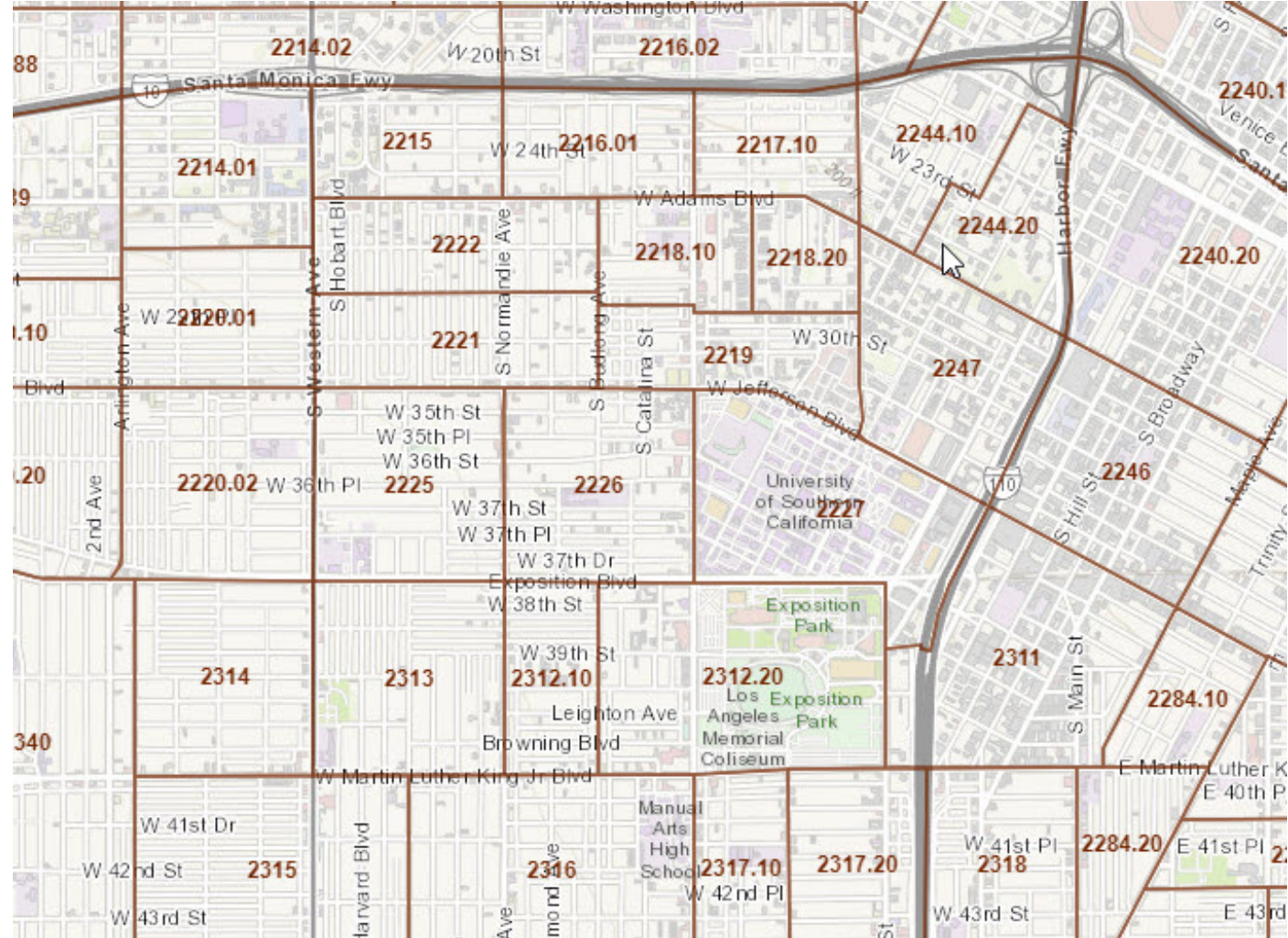


The screenshot shows the official website for the North American Industry Classification System (NAICS). The header features the United States Census Bureau logo and navigation links for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. The main content area is titled "North American Industry Classification System" and includes a navigation bar with links to Main, History, Development Partners, Federal Register Notices, NAPCS, and FAQs. On the left, there is a "NAICS Search" section with three input fields for keyword or 2-6 digit code searches for 2017, 2012, and 2007 NAICS. Below this is a "Reference Files" section with links to 2017, 2012, and 2007 NAICS. The central content area is titled "Introduction to NAICS" and provides a detailed overview of the system, its development, and its use by federal statistical agencies. It also mentions that the official U.S. Government Web site provides the latest information on plans for NAICS revisions and access to various NAICS reference files and tools. On the right, there is an "Announcements" section with links to the revised 2022 NAICS Update Process Fact Sheet, the 2017 NAICS Manual, and the 2017 NAICS Revision final August 08, 2016. At the bottom of the page, there is a "2017 NAICS Manual" section with a link to the manual and a small image of the North American Industry Classification System logo.

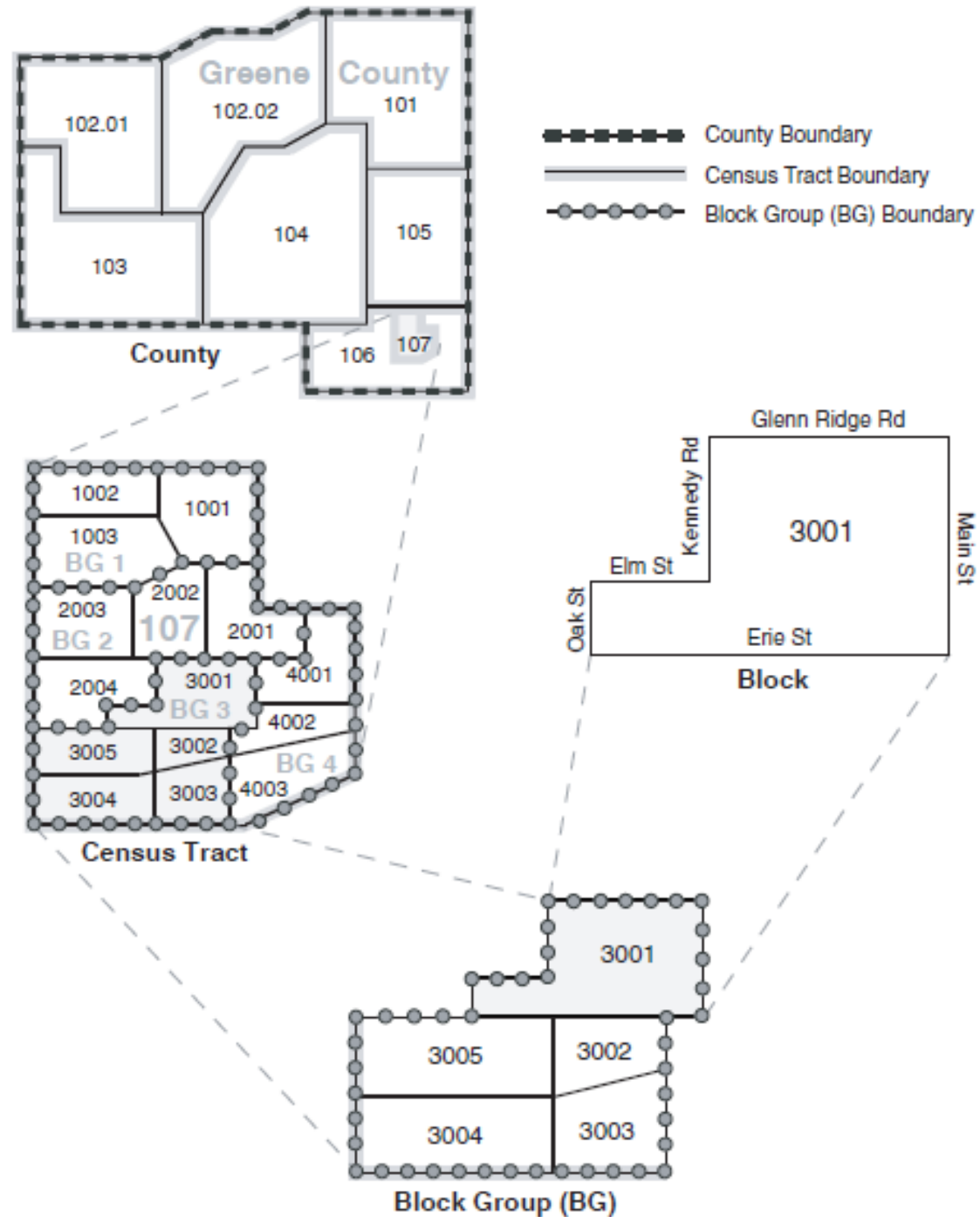
Census Geography

Selected Census Geographic Concepts—Statistical Areas

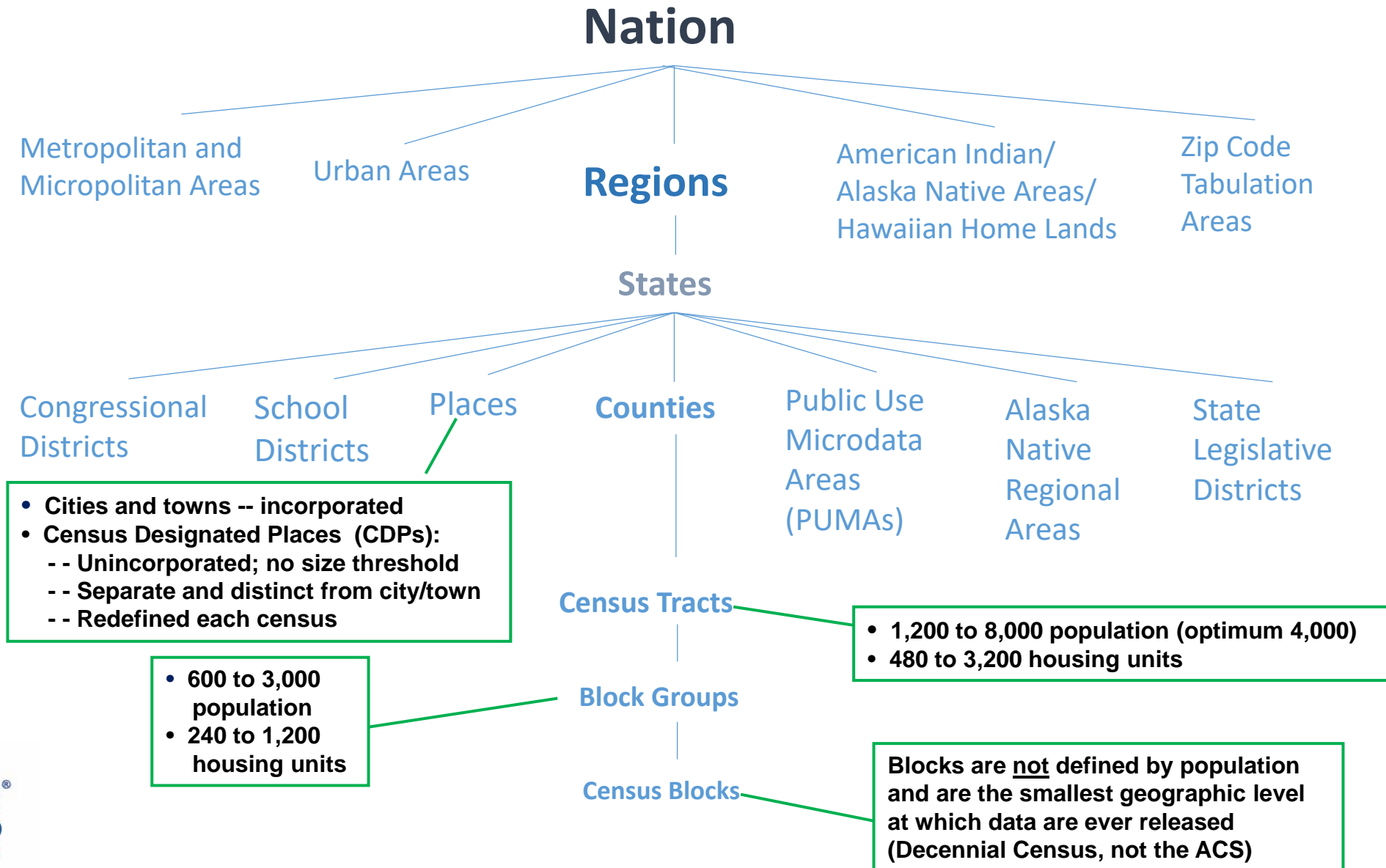
- [Regions](#)
- [Divisions](#)
- [Census Designated Places](#)
- [Census County Divisions](#)
- [Public Use Microdata Areas \(PUMA\)](#)
- [Zip Code Tabulation Areas \(ZCTAs\)](#)
- [Census Tracts](#)
- [Block Groups](#)
- [Block](#)



Geographic Area Relationships— Small Statistical Areas



Census Geography



LED in Action: Real Examples Using OnTheMap

Census Academy
August 11, 2020

Presented by: Earlene Dowell
U.S. Census Bureau



Zillow Research

- <https://www.zillow.com/research/reverse-commuters-urban-suburban-27168/>



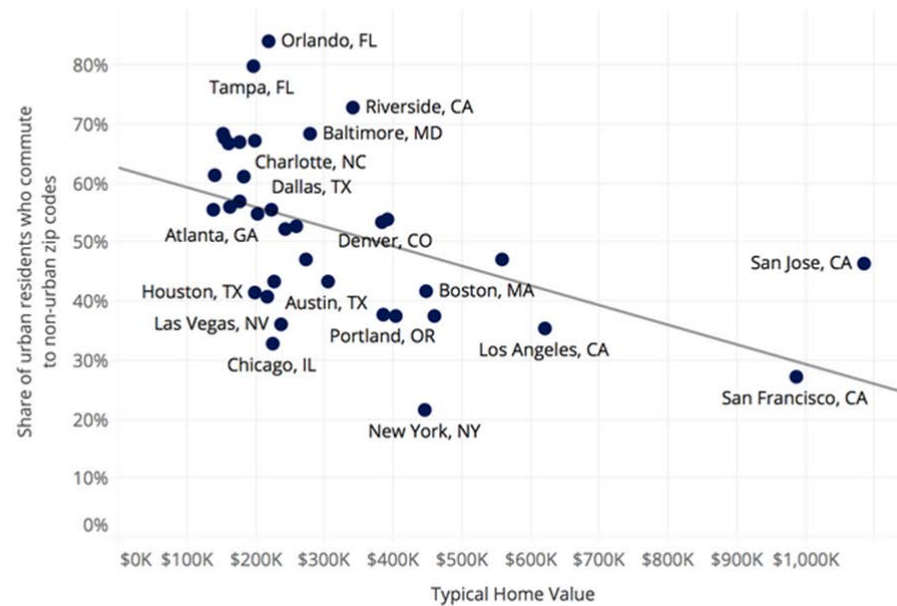
More Than 8 Million U.S. Workers Live in Cities, But Don't Work There

By [Nicole Bachaud](#) on May. 29, 2020

Reverse Commuters during Covid 19

Urban Residents Who Commute to Suburban Areas

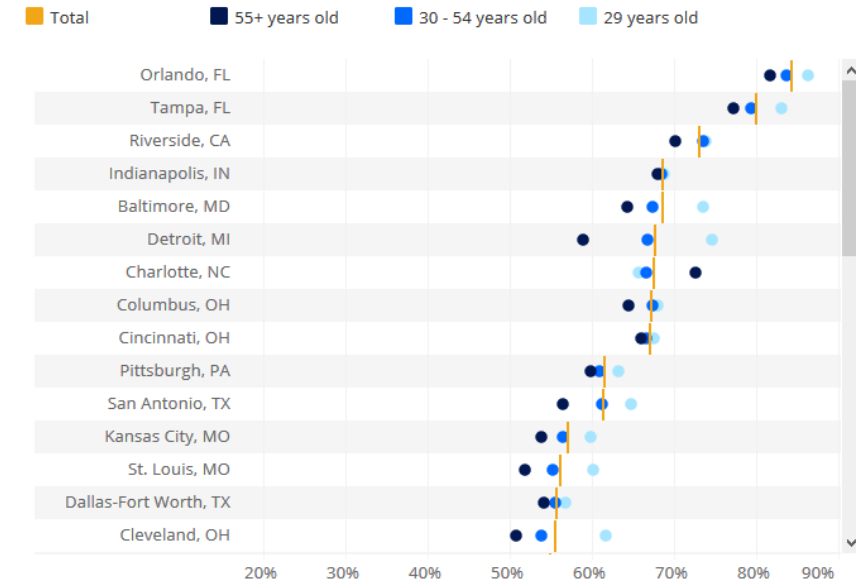
Urban Residents Working in Suburban/Rural Areas Tend to Be More Common in Less-Expensive Markets



Age Group of Urban Residents that Work in Suburban Areas

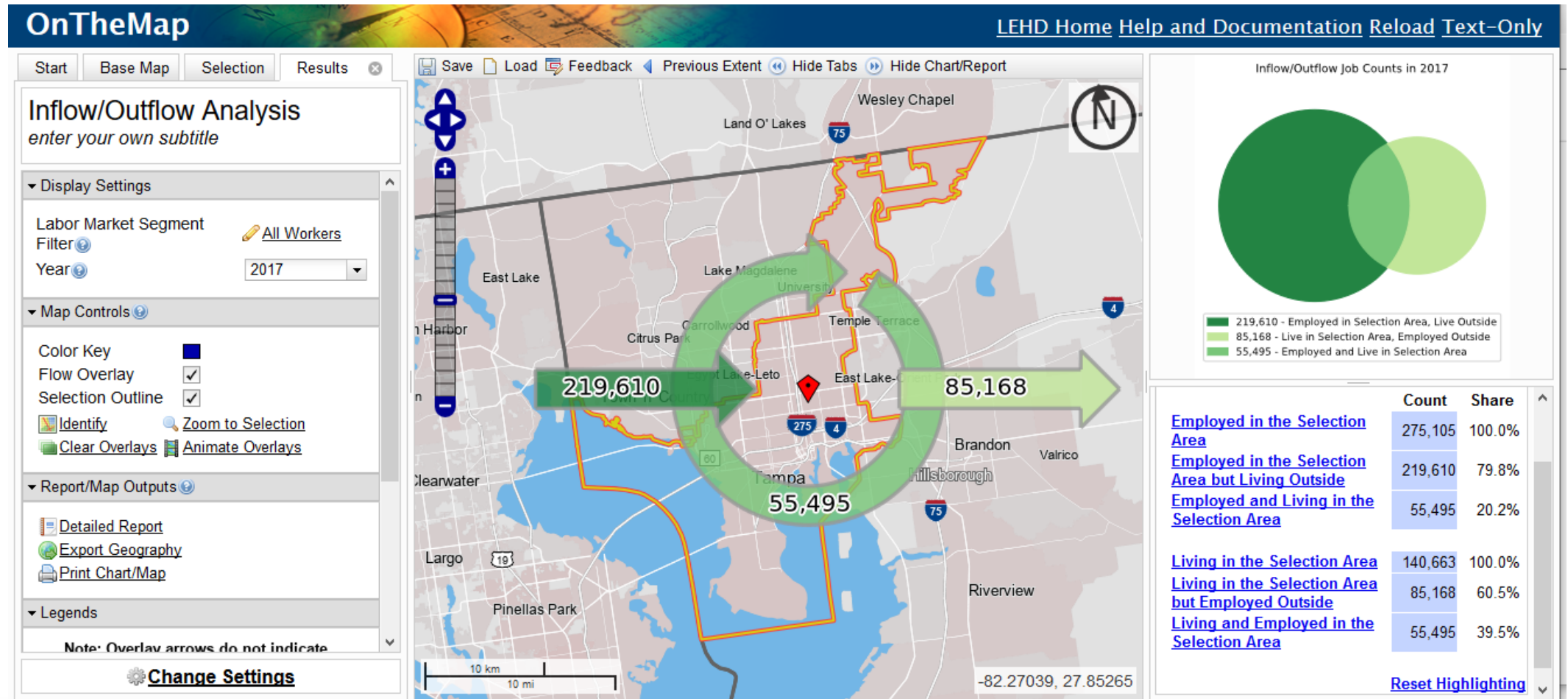
Urban Living and Suburban/Rural Working Roughly Equally Popular Among All Age Groups

Share of urban residents who commute to non-urban zip codes

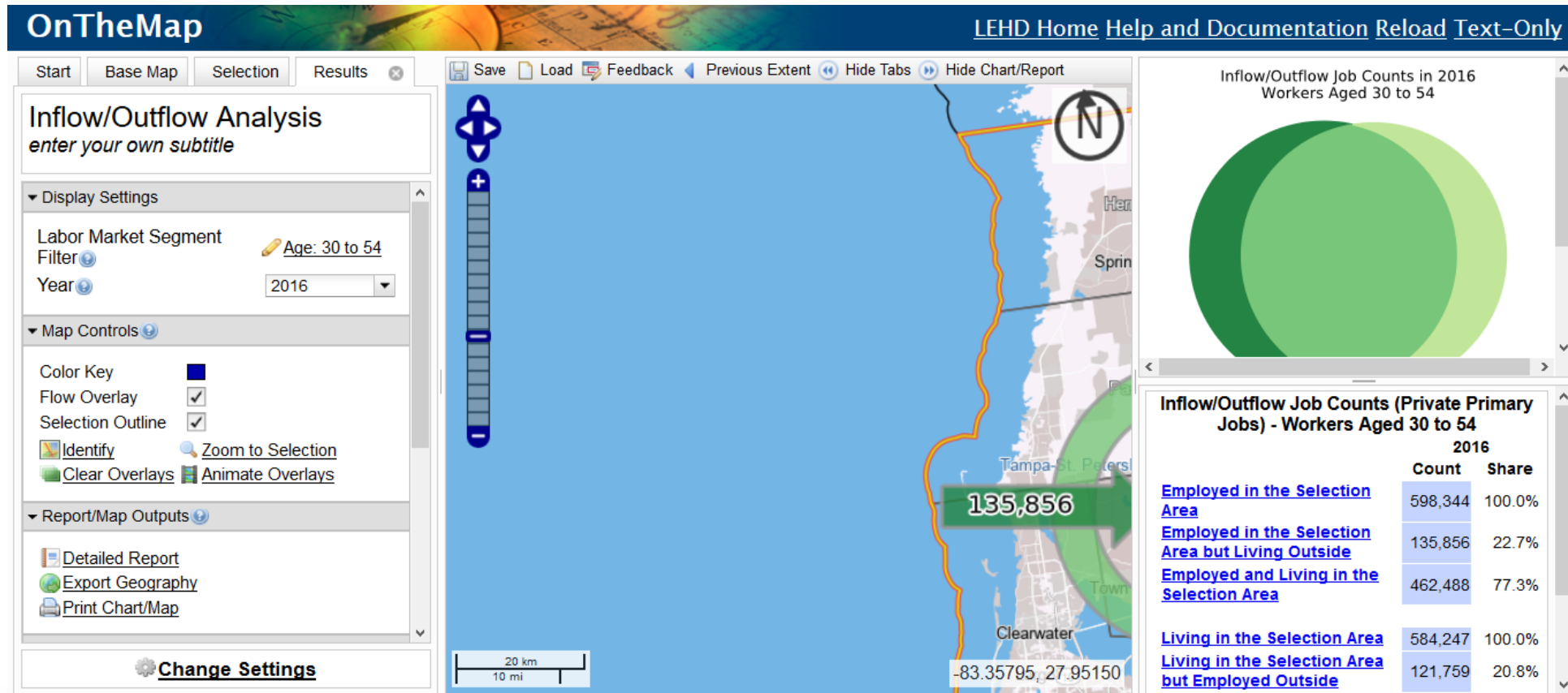


Zillow Economic Research | Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics (LODES).

Inflow/Outflow



Workers 30 to 54 Living in the Urban area and Working in the Suburbs



South Dakota and COVID-19

A look at the COVID-19 hotspot in South Dakota

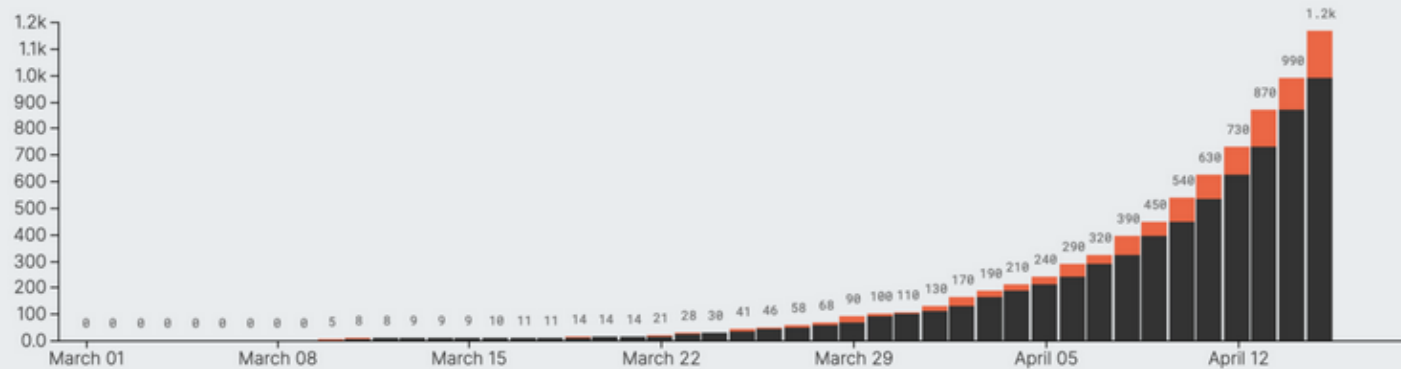
To explore more data on COVID-19, please go to covid19.topos.com



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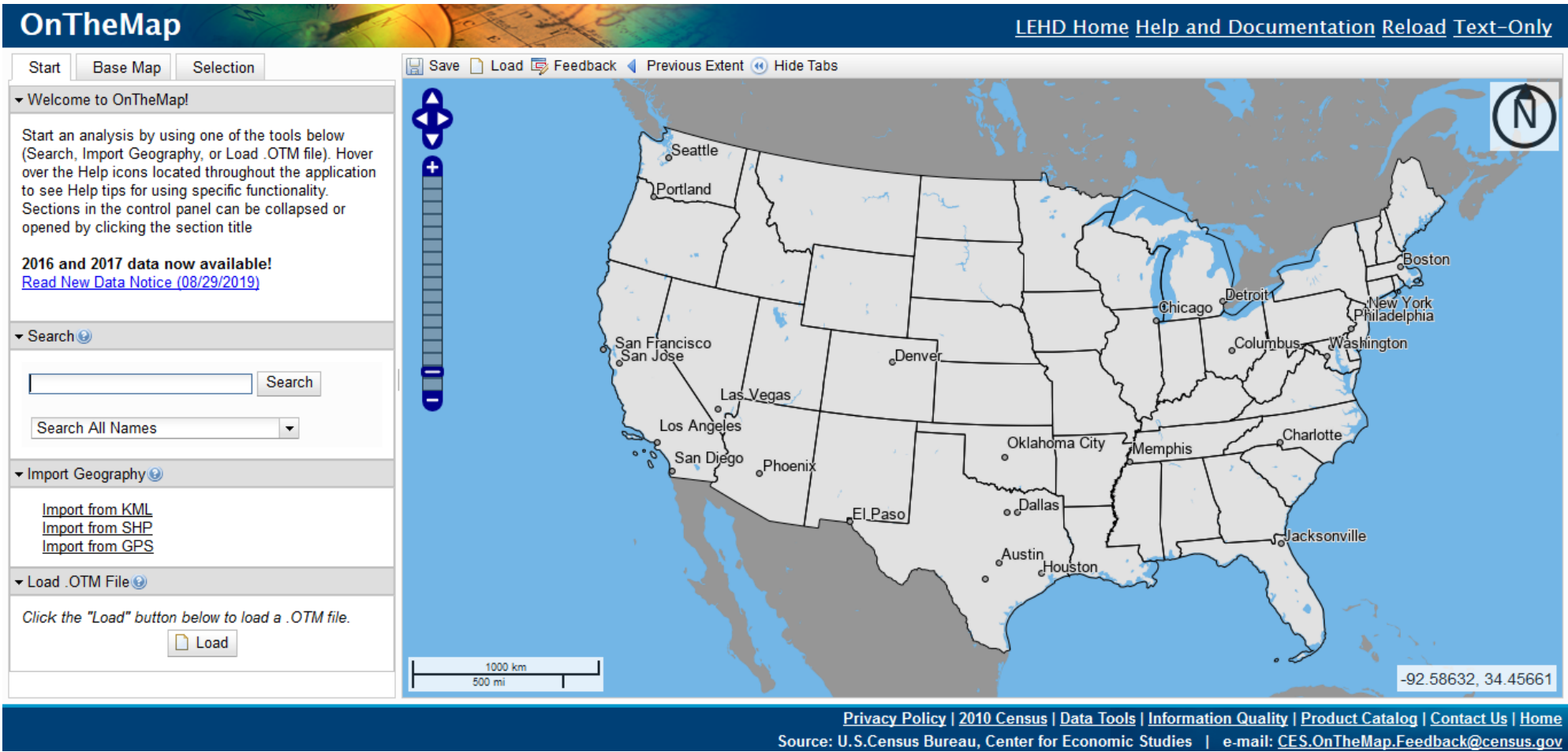
COVID-19 Cases | South Dakota



Timeline of COVID-19 Cases in South Dakota. Orange indicates new cases.

[South Dakota and COVID-19](#)

OnTheMap-Census.Data.Tool



Perform Analysis

The screenshot displays the OnTheMap web application interface. The top navigation bar includes links for [LEHD Home](#), [Help and Documentation](#), [Reload](#), and [Text-Only](#). The main interface is divided into a left sidebar and a central map area.

Left Sidebar:

- Welcome to OnTheMap!**
Start an analysis by using one of the tools below (Search, Import Geography, or Load .OTM file). Hover over the Help icons located throughout the application to see Help tips for using specific functionality. Sections in the control panel can be collapsed or opened by clicking the section title.
- 2016 and 2017 data now available!**
[Read New Data Notice \(08/29/2019\)](#)
- Search**
minnehaha [Search]
Search All Names
States: No results found.
Counties: **Minnehaha County, SD**
Places (Cities, CDPs, etc.): **Minnehaha CDP, WA**
ZIP Codes (ZCTA): No results found.
Metropolitan/Micropolitan Areas (CBSA): No results found.
Workforce Investment Areas (WIA): No results found.
County Subdivisions: **Bellevue city (Minnehaha, SD)**

Map Area:

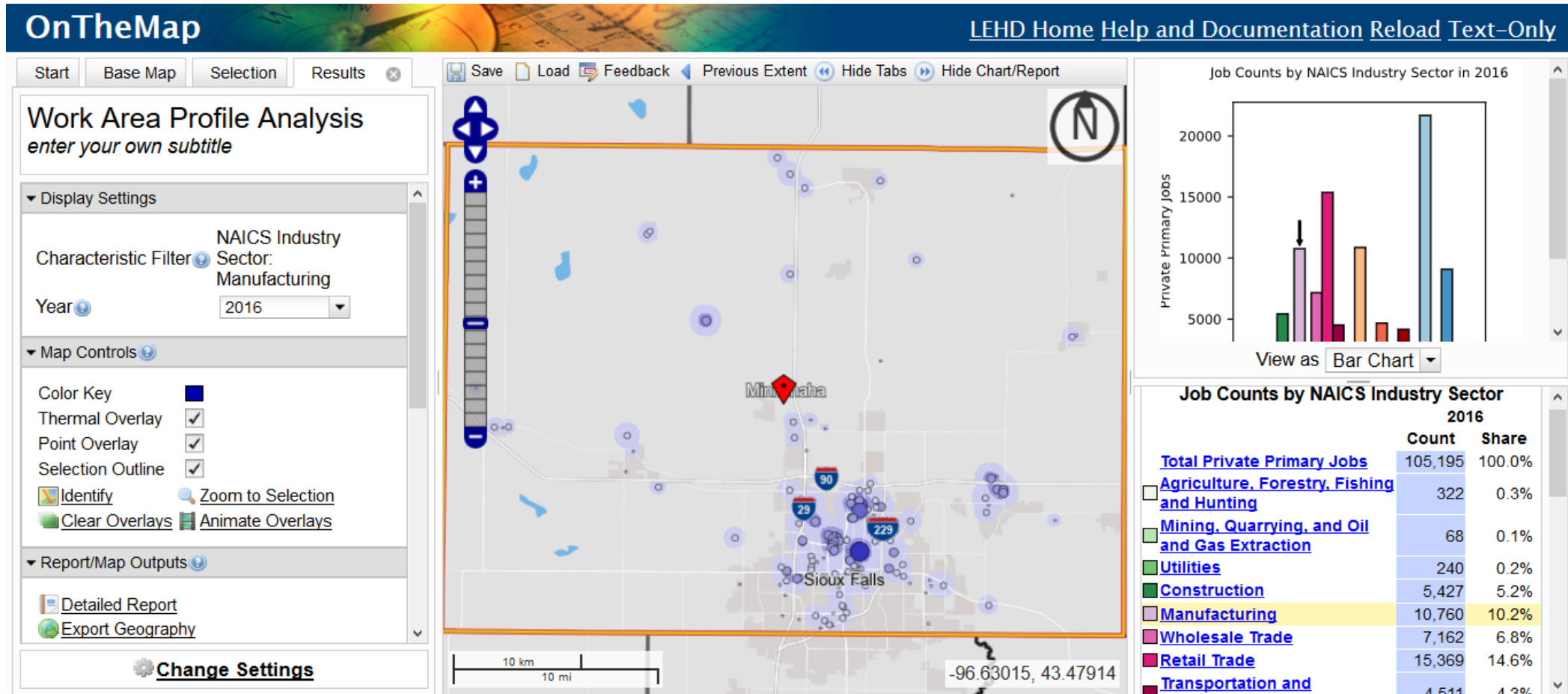
- Map showing Minnehaha County, SD, with a red pin marker.
- Map controls: Save, Load, Feedback, Previous Extent, Hide Tabs.
- Scale bar: 10 km, 10 mi.
- Coordinates: -96.83550, 43.81234.

Minnehaha County, SD Data Popup:

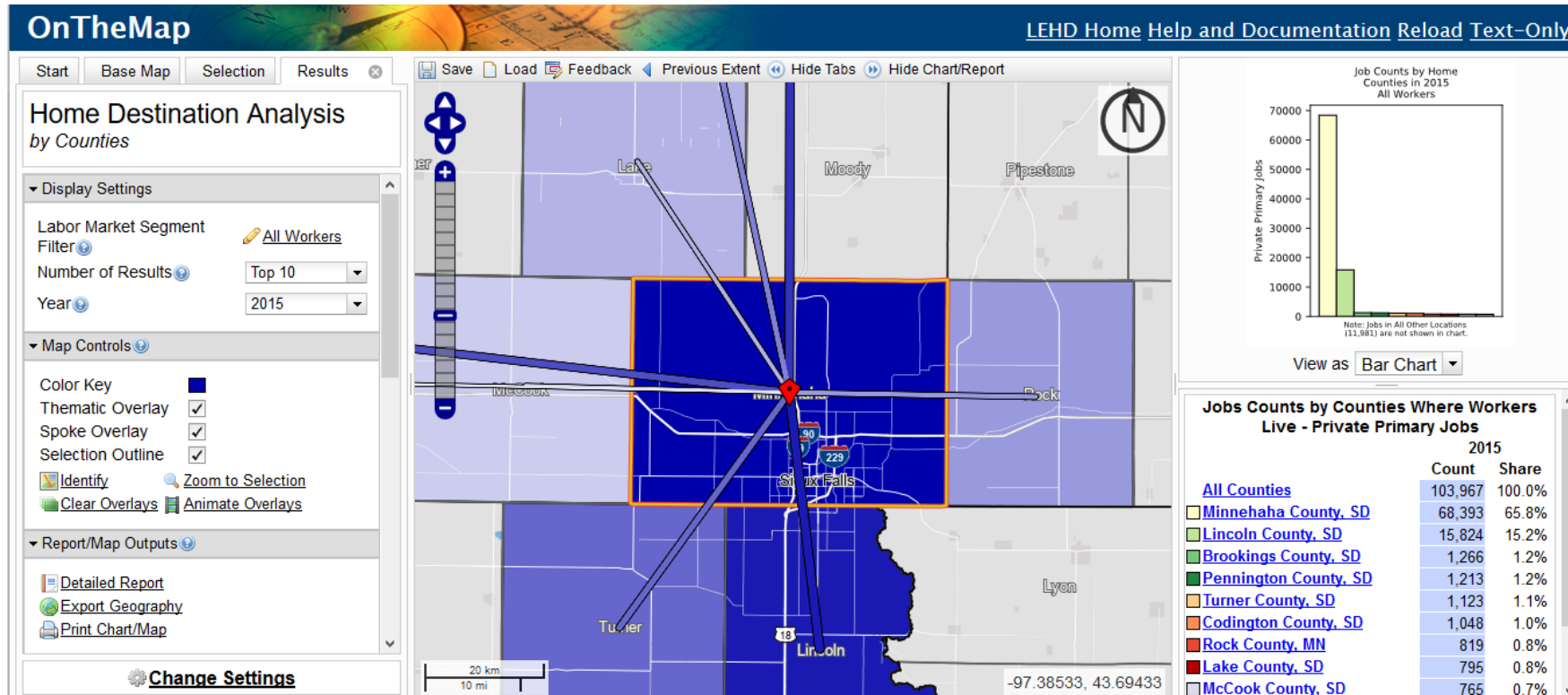
- Minnehaha County, SD
- from Counties
- Selection Area: 813.861 Sq. Mi
- Census Blocks: 5,510
- [Perform Analysis on Selection Area](#)
- [Change Selection Area](#)
- [Add Advanced Selection](#)

Footer: Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home

Area Profile Analysis



Destination Analysis



LODES/OnTheMap References

- LODES

- [LODES Data Overview](#)
- [LODES Data Notices](#)
- [LODES Technical Doc](#)
- [Design Comparison of LODES and ACS Commuting](#)
- [Microdata Comparison of LODES and ACS Commuting](#)
- [LODES and Confidentiality Protection](#)
- [LED in Action: LODES](#)

- OnTheMap

- [OnTheMap Help](#)
- [OnTheMap Analysis Guides](#)
- [Additional OnTheMap Tutorials](#)
- [FAQs](#)
- [LED in Action: OnTheMap](#)

Stay Current

NEWSROOM



The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media

census.gov/newsroom.html

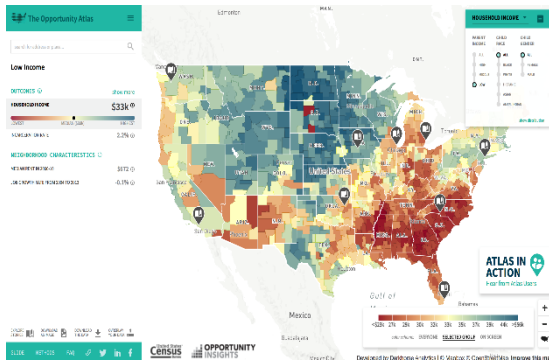
DIRECTOR'S BLOG



This blog gives the director's point of view on everything from Census Bureau news to how we measure America's people, places and economy.

census.gov/newsroom/blogs/director.html

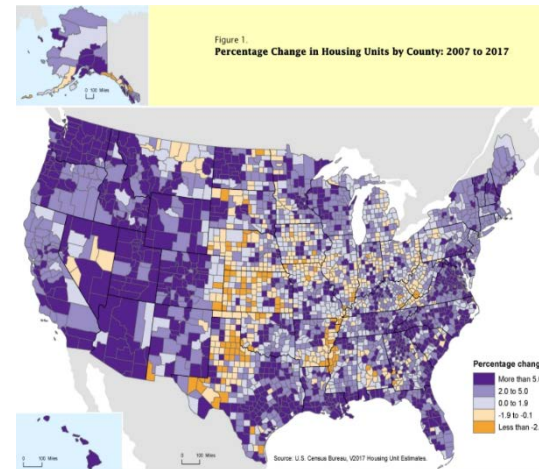
AMERICA COUNTS



Featured stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population

census.gov/AmericaCounts

STATS FOR STORIES



Provides links to timely story ideas highlighting the Census Bureau's newsworthy statistics that relate to current events, observances, holidays, and anniversaries

census.gov/newsroom/stories.html
census.gov/newsroom/facts-for-features.html

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800-923-8282

Public Information Office (Media)
301-763-3030

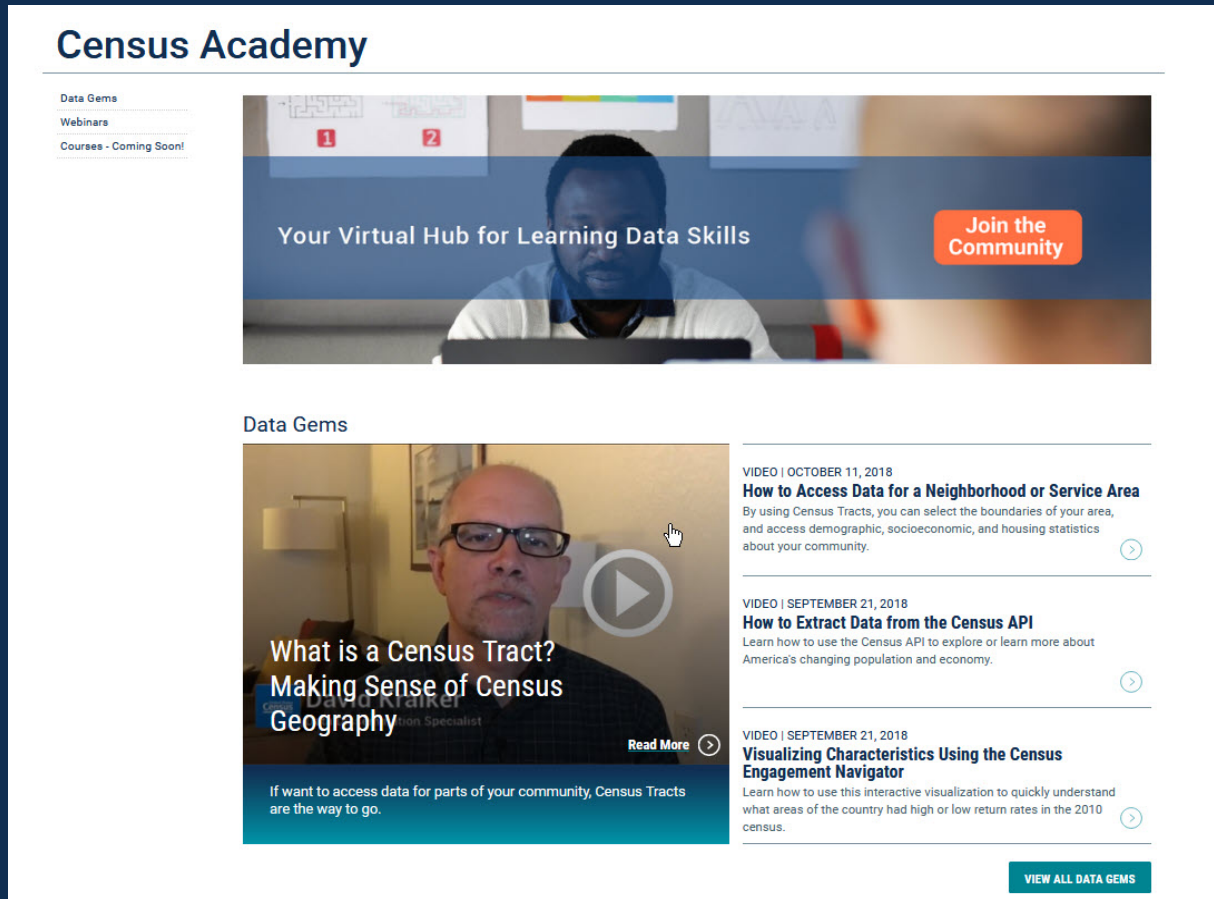


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[Census.gov/Academy](https://census.gov/Academy): Visit and Subscribe



The screenshot shows the Census Academy website. At the top left, there's a navigation menu with links for "Data Gems", "Webinars", and "Courses - Coming Soon!". The main header area features a large video player with a man speaking, overlaid with the text "Your Virtual Hub for Learning Data Skills" and a "Join the Community" button. Below this, there's a section titled "Data Gems" which displays three video thumbnails. The first video is titled "What is a Census Tract? Making Sense of Census Geography" by David Kraiker, a Census Bureau Specialist. The second video is "How to Access Data for a Neighborhood or Service Area" dated October 11, 2018. The third video is "How to Extract Data from the Census API" dated September 21, 2018. The fourth video is "Visualizing Characteristics Using the Census Engagement Navigator" dated September 21, 2018. A "Read More" link is visible next to the first video. At the bottom right of the "Data Gems" section, there is a button that says "VIEW ALL DATA GEMS".

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Q & A and Thank You!

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